

Redes Complexas: teoria e algoritmos

DCC/UFMG - Graduação - 1º Semestre de 2010

PROGRAMA

Virgílio A. F. Almeida

1) Descrição:

Este curso tem como objetivo estudar e entender como ocorre a interconexão entre ambientes sociais, tecnológicos e naturais e como o estudo das redes complexas leva à compreensão dessas conexões. Tópicos incluem: como opiniões circulam nas redes, como movimentos políticos se espalham na Web, fragilidade e robustez das redes. Para isso o curso apresenta a teoria das redes complexas, e algoritmos relacionados a aplicações em ciência da computação, como Web, recuperação de informação, redes de sensores, etc. A teoria de redes complexas se aplica a outras áreas também, como redes sociais, economia, biologia e física. O curso focaliza a análise estática das estruturas de topologia das redes complexas e aspectos de evolução dinâmica (ex.: temporal). Os alunos deverão fazer um projeto envolvendo redes complexas, aplicando a teoria e desenvolvendo algoritmos em diferentes contextos. Os tópicos específicos estão descritos detalhadamente no item 4.

2) Pre-Requisitos

Os requisistos são conhecimentos básicos de probabilidades (ex.: variáveis aleatórias, expectância, probabilidade condicional), mas que serão revisados quando aparecerem. Entretanto um dos objetivos do curso é construir modelos das redes e os alunos deverão se familiarizar com o tratamento matemáticos das redes.

3) Livro Texto:

Networks, Crowds, and Markets: Reasoning About a Highly Connected World, David Easley and Jon Kleinberg

<http://www.cs.cornell.edu/home/kleinber/networks-book/>

Capítulos usados e que obrigatoriamente DEVEM ser estudados:

- Redes complexas e Grafos: 1, 2, 3, 4, 5
- Redes de Informação e Web: 13, 14 e 15
- Dinâmica das redes: 16, 17 e 18
- Modelos Estruturais: 19, 20, 21

4) Tópicos e organização do curso

- 1. [Overview](#)
 - 1.1 Aspects of Networks
 - 1.2 Central Themes and Topics
- 2. [Graphs](#)
 - 2.1 Basic Definitions
 - 2.2 Paths and Connectivity
 - 2.3 Distance and Breadth-First Search
 - 2.4 Network Datasets: An Overview
- 3. [Strong and Weak Ties](#)
 - 3.1 Triadic Closure
 - 3.2 The Strength of Weak Ties
 - 3.3 Tie Strength and Network Structure in Large-Scale Data
 - 3.4 Tie Strength, Social Media, and Passive Engagement
 - 3.5 Closure, Structural Holes, and Social Capital
 - 3.6 Advanced Material: Betweenness Measures and Graph Partitioning
- 4. [Networks in Their Surrounding Contexts](#)
 - 4.1 Homophily
 - 4.2 Mechanisms Underlying Homophily: Selection and Social Influence
 - 4.3 Affiliation
 - 4.4 Tracking Link Formation in On-Line Data
 - 4.5 A Spatial Model of Segregation
- 5. [Positive and Negative Relationships](#)
 - 5.1 Structural Balance
 - 5.2 Balanced Networks and the Cartwright-Harary Theorem
 - 5.3 Applications of Structural Balance
 - 5.4 A Weaker Form of Structural Balance
 - 5.5 Advanced Material: Generalizing the Definition of Structural Balance

- 13. [The Structure of the Web](#)
 - 13.1 The World Wide Web
 - 13.2 Information Networks, Hypertext, and Associative Memory
 - 13.3 The Web as a Directed Graph
 - 13.4 The Bow-Tie Structure of the Web
 - 13.5 The Emergence of Web 2.0

- 14. [Link Analysis and Web Search](#)
 - 14.1 Searching the Web: The Problem of Ranking
 - 14.2 Link Analysis using Hubs and Authorities
 - 14.3 PageRank
 - 14.4 Applying Link Analysis in Modern Web Search
 - 14.5 Applications beyond the Web
 - 14.6 Advanced Material: Spectral Analysis, Random Walks, and Web Search
- 15. [Sponsored Search Markets](#)
 - 15.1 Advertising Tied to Search Behavior
 - 15.2 Advertising as a Matching Market
 - 15.3 Encouraging Truthful Bidding in Matching Markets: The VCG Principle
 - 15.4 Analyzing the VCG Procedure: Truth-Telling as a Dominant Strategy
 - 15.5 The Generalized Second Price Auction
 - 15.6 Equilibria of the Generalized Second Price Auction
 - 15.7 Ad Quality
 - 15.8 Complex Queries and Interactions Among Keywords
 - 15.9 Advanced Material: VCG Prices and the Market-Clearing Property
- 16. [Information Cascades](#)
 - 16.1 Following the Crowd
 - 16.2 A Simple Herding Experiment
 - 16.3 Bayes' Rule: A Model of Decision-Making Under Uncertainty
 - 16.4 Bayes' Rule in the Herding Experiment
 - 16.5 A Simple, General Cascade Model
 - 16.6 Sequential Decision-Making and Cascades
 - 16.7 Lessons from Cascades
- 17. [Network Effects](#)
 - 17.1 The Economy Without Network Effects
 - 17.2 The Economy with Network Effects
 - 17.3 Stability, Instability, and Tipping Points
 - 17.4 A Dynamic View of the Market
 - 17.5 Industries with Network Goods
 - 17.6 Mixing Individual Effects with Population-Level Effects
 - 17.7 Advanced Material: Negative Externalities and The El Farol Bar Problem
- 18. [Power Laws and Rich-Get-Richer Phenomena](#)

- 18.1 Popularity as a Network Phenomenon
- 18.2 Power Laws
- 18.3 Rich-Get-Richer Models
- 18.4 The Unpredictability of Rich-Get-Richer Effects
- 18.5 The Long Tail
- 18.6 The Effect of Search Tools and Recommendation Systems
- 18.7 Advanced Material: Analysis of Rich-Get-Richer Processes

- 19. [Cascading Behavior in Networks](#)
 - 19.1 Diffusion in Networks
 - 19.2 Modeling Diffusion through a Network
 - 19.3 Cascades and Clusters
 - 19.4 Diffusion, Thresholds, and the Role of Weak Ties
 - 19.5 Extensions of the Basic Cascade Model
 - 19.6 Knowledge, Thresholds, and Collective Action
 - 19.7 Advanced Material: The Cascade Capacity

- 20. [The Small-World Phenomenon](#)
 - 20.1 Six Degrees of Separation
 - 20.2 Structure and Randomness
 - 20.3 Decentralized Search
 - 20.4 Empirical Analysis and Generalized Models
 - 20.5 Core-Periphery Structures and Difficulties in Decentralized Search
 - 20.6 Advanced Material: Analysis of Decentralized Search

- 21. [Epidemics](#)
 - 21.1 Diseases and the Networks that Transmit Them
 - 21.2 Branching Processes
 - 21.3 The SIR Epidemic Model
 - 21.4 The SIS Epidemic Model
 - 21.5 Synchronization
 - 21.6 Transient Contacts and the Dangers of Concurrency
 - 21.7 Genealogy, Genetic Inheritance, and Mitochondrial Eve
 - 21.8 Advanced Material: Analysis of Branching and Coalescent Processes

5) Bibliografia de Consulta: artigos

1. Newman, M. E. J. "The Structure and Function of Complex Networks." *SIAM Review*. 45 (2003): 167-256. (*MEJN*)

Redes Complexas: Teoria e Algoritmos
Virgilio Almeida, DCC/UFMG 2010

2. M. E. J. Newman, D. J. Watts, and S. H. Strogatz, Random graph models of social networks, *PNAS February 19, 2002 vol. 99 no. Suppl 1 2566-2572* <http://www.pnas.org/content/99/suppl.1/2566.full>
3. Barabasi, A., & Albert, R. (1999). [Emergence of scaling in random networks](#). *Science*, vol. 286, pp. 509-512. (*)
4. Adamic, L.A., & Huberman, B.A. (2000). [Power-law distribution of the World Wide Web](#). *Science*, vol. 287, p. 2115a. (*)
5. Barabasi, A.L., Albert, R., Jeong, H., & Bianconi, G. (2000). [Power-law distribution of the World Wide Web](#). *Science*, vol. 287, p. 2115b. (*)
6. Faloutsos, M., Faloutsos, P., & Faloutsos, C. (1999). [On power-law relationships of the Internet topology](#). *Computer Communication Review*, vol. 29, pp. 251-262.
7. R. Albert, H. Jeong, and A.-L. Barabási, [Diameter of the World Wide Web](#), *Nature* 401, 130-131 (1999)
8. Duncan J. Watts, "[Small Worlds](#)," Chapter 3 of D.J. Watts, *Six Degrees: The Science of a Connected Age* (New York & London: W.W. Norton & Company, 2002). (*)
9. Watts, D.J., & Strogatz, S.H. (1998). [Collective dynamics of 'small-world networks](#), *Nature*, vol. 393, pp. 440-442. (*) Newman, M.E.J. (2000).
10. [Models of the small-world](#), *Journal of Statistical Physics*, vol. 101, pp. 819-841.
11. Adamic, L.A. (1999). [The small world web](#). In *Lecture Notes in Computer Science, Proceedings of the European Conference in Digital Libraries (ECDL) '99 Conference*, pp. 443-454 (Berlin: Springer, 1999).
12. Barabasi, A. (2001). [The physics of the Web](#), *Physics World*, vol. 14, no. 7, art. 9. (*)
13. Boudourides, M., & Antypas, G. (2002). [A simulation of the structure of the World-Wide Web](#). *Sociological Research Online*, vol. 7, no. 1.
14. Watts, D.J. (1999). [Networks, dynamics and the small-world phenomenon](#). *American Journal of Sociology*, vol. 105, no. 2, pp. 493-527.
15. Duncan J. Watts, "[Beyond the Small World](#)," Chapter 4 of D.J. Watts, *Six Degrees: The Science of a Connected Age* (New York & London: W.W. Norton & Company, 2002). (*)
16. Amaral, L.A.N., Scala, A., Barthelemy, M., & Stanley, H.E. (2000). [Classes of behavior of small-world networks](#). *Proceedings of the National Academy of Sciences*, vol. 97, pp. 11149-11152.
17. Kleinberg, J. (2000). [Navigation in a small world](#). *Nature*, vol. 406, p. 845. (*)
18. Broder, A., Kumar, R., Maghoul, F., Raghavan, P., Rajagopalan, S., Stata, R., Tomkins, A., & Wiener, J. (2000). [Graph structure in the web](#). In the *Proceedings of the 9th World Wide Web Conference*.
19. Newman, M.E.J. (2001). [The structure of scientific collaboration networks](#), *Proceedings of the National Academy of Sciences*, vol. 98, no. 2, pp. 404-409.
20. R. Albert, H. Jeong, and A.-L. Barabási, **Error and attack tolerance in complex networks**, *Nature* 406, 378 (2000).
21. Duncan J. Watts, "[Epidemics and Failures](#)," Chapter 6 of D.J. Watts, *Six Degrees: The Science of a Connected Age* (New York & London: W.W. Norton & Company, 2002). (*)
22. J. M. Carlson and John Doyl, Complexity and robustness, *PNAS February 19, 2002 vol. 99 no. Suppl 1 2538-2545* <http://www.pnas.org/content/99/suppl.1/2538.full>
23. Duncan J. Watts, "[Search in Networks](#)," Chapter 5 of D.J. Watts, *Six Degrees: The Science of a Connected Age* (New York & London: W.W. Norton & Company, 2002). (*)
24. Watts, D.J., Dodds, P.S., & Newman, M.E.J. (2002). [Identity and search in social networks](#). *Science*, vol. 296, pp. 1302-1305.
25. Adamic, L.A., Lukose, R.M., Puniyani, A.R., & Huberman, B.A. (2001). [Search in power-law networks](#). *Physical Review E*, vol. 64, no. 046135. (*)
26. Menczer, F. (2002). [Growing and navigating the small world Web by local content](#), *Proceedings of the National Academy of Sciences*, vol. 99, no. 22, pp. 14014-14019.
27. Rodrigo Almeida and Virgilio Almeida, [A Community-Aware Search Engine](#), *Proceedings of the 13th International Conference on World Wide Web, WWW 2004, New York*. (*)
28. Luiz Henrique Gomes, Cristiano Cazita, Jussara M. Almeida, Virgilio Almeida, Wagner Meira Jr., [Characterizing a Spam Traffic](#), *Proceedings of the 4th ACM SIGCOMM conference on Internet measurement, 2004*.

29. Ebel, H., Mielsch, L.I., & Bornholdt, S. (2002). [Scale-free topology of e-mail networks](#). *Physical Review E*, vol. 66, 035103.
30. Luiz H. Gomes, Virgilio Almeida, Luis Bettencourt, Fernando Duarte, and Jussara Almeida, "Quantifying Social and Opportunistic Behavior in Email Networks", *Advances in Complex Systems (ACS)*, Volume: 12, Issue: 1 (February 2009).
31. Jun Zhang, Mark Ackerman and Lada Adamic, **Expertise Networks in Online Communities: Structure and Algorithms**, WWW2007, Banff, Canada
32. Watts, D.J. (2002). [A simple model of global cascades on random networks](#). *Proceedings of the National Academy of Sciences*, vol. 99, pp. 5766-5771. (*)
33. Lada Adamic, Suresh Bhavnani and Xiaolin Shi Scatter Networks: **A New Approach for Analyzing Information Scatter on the Web**, [New. J. Phys. 9, \(2007\) 231](#).
34. Johan Bollen, Herbert Van de Sompel, Aric Hagberg, Luis Bettencourt, Ryan Chute, Marko A. Rodriguez, Lyudmila Balakireva. **Clickstream data yields high-resolution maps of science**. *PLoS One*, February 2009.
35. M. Dell'Amico and L. Capra. "SOFIA: **Social Filtering for Robust Recommendations**". In IFIPTM 2008: Joint iTrust and PST Conferences on Privacy, Trust management and Security. Trondheim, Norway. June 2008.
36. Fabrício Benevenuto, Tiago Rodrigues, Virgílio A. F. Almeida, Jussara M. Almeida, Marcos André Gonçalves: **Detecting spammers and content promoters in online video social networks**. ACM [SIGIR 2009](#): 620-627, Boston 2009.
37. Pedro Vaz de Melo, Virgilio Almeida, and Antonio A. Loureiro. "Can Complex Network Metrics Predict the Behavior of NBA Teams?", in Proc. of the Fourteenth ACM [SIGKDD](#) International Conference on Knowledge Discovery and Data Mining, Las Vegas, August 2008.
38. Amy N. Langville and Carl D. Meyer, **Deeper Inside PageRank**, *Internet Mathematics*, Vol 1, No. 3, pp. 335-400, 2004,
39. Josep M. Pujol, Vijay Erramilli, Pablo Rodriguez, **Divide and Conquer: Partitioning Online Social Networks**, arXiv:0905.4918
40. Claudia Canali, Michele Colajanni, Riccardo Lancellotti, **Hot Set Identification for Social Network Applications**, Proc. of the 33rd Annual IEEE International Computer Software and Applications Conference (COMPSAC'09), *Seattle, Washington, July 2009*
41. Gueorgi Kossinets and **Duncan J. Watts**, [Empirical Analysis of an Evolving Social Network](#), *Science* 6 January 2006, Vol. 311. no. 5757, pp. 88 – 90

6. Calendário de Aulas e Leituras de Capítulos (mandatório)

Março

- Dia 2 - apresentação do curso – aula #1
- Dia 4 – leitura do cap. [1] para discussão – aula #2
- Dia 9 – leitura do cap. [2] – aula #3
- Dia 11 – leitura do cap. [2] – aula #4
- Dia 16 – leitura do cap. [3] – aula #5
- Dia 18 – leitura do cap [3]– aula #6
- Dia 23 – Não haverá aula: leitura cap. [4]
- Dia 23 – Não haverá aula: leitura cap [4]
- Dia 30 – leitura cap [5] – aula #7

Abril

Redes Complexas: Teoria e Algoritmos
Virgilio Almeida, DCC/UFMG 2010

Dia 01 - feriado
Dia 6 - leitura cap [13] - aula #8
Dia 8 - Prova #1
Dia 13 - leitura [13] - aula #9
Dia 15 - leitura cap. [14] - aula #10
Dias 20 - leitura cap. [14] - aula #11
Dia 22 - recesso

Maio

Dia 4 - apresentação da proposta dos projetos -
Dia 6 - leitura cap [15] - aula #12
Dia 11 - leitura cap [15] aula #13
Dia 13 - leitura cap [16] aula #14
Dia 18 - leitura cap [16] aula #15
Dia 20 - reserva
Dia 25 - Prova #2
Dia 27 - leitura cap [17] aula #16

Junho

Dia 1 - leitura cap [17] aula #17
Dia 3 - feriado
Dia 8 - leitura cap [18] aula #18
Dia 10 - leitura cap [18] - aula #19
Dia 15 - leitura cap [19] aula #20
Dia 17 - leitura cap [19] aula #21
Dia 22 - leitura cap [20]
Dia 24 - leitura cap [20]
Dia 29 - leitura cap [21]

Julho

Dia 1 - leitura cap [21]
Dia 6 - Prova #3
Dia 8 - Reserva

virgilio@dcc.ufmg.br